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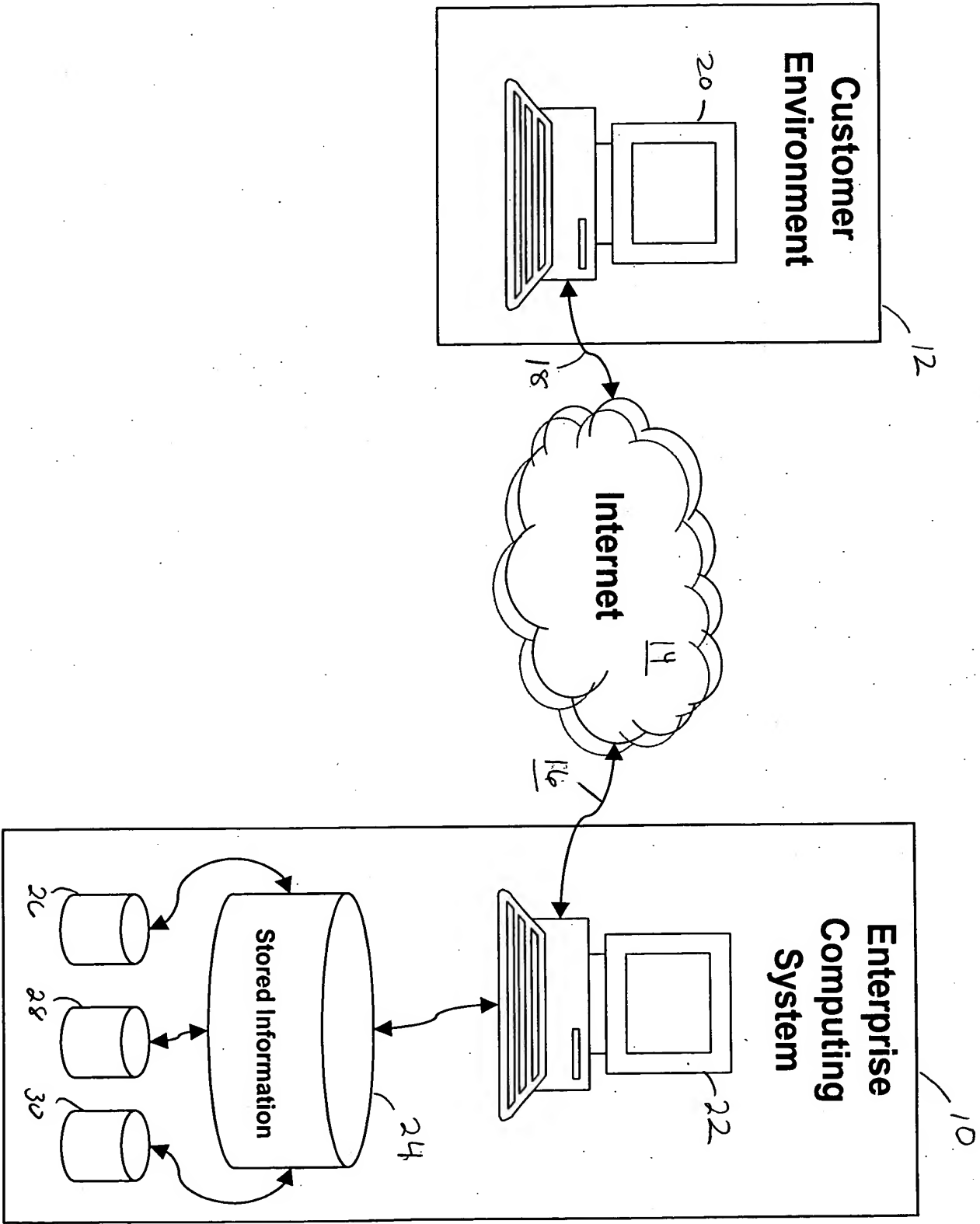


Fig. 1

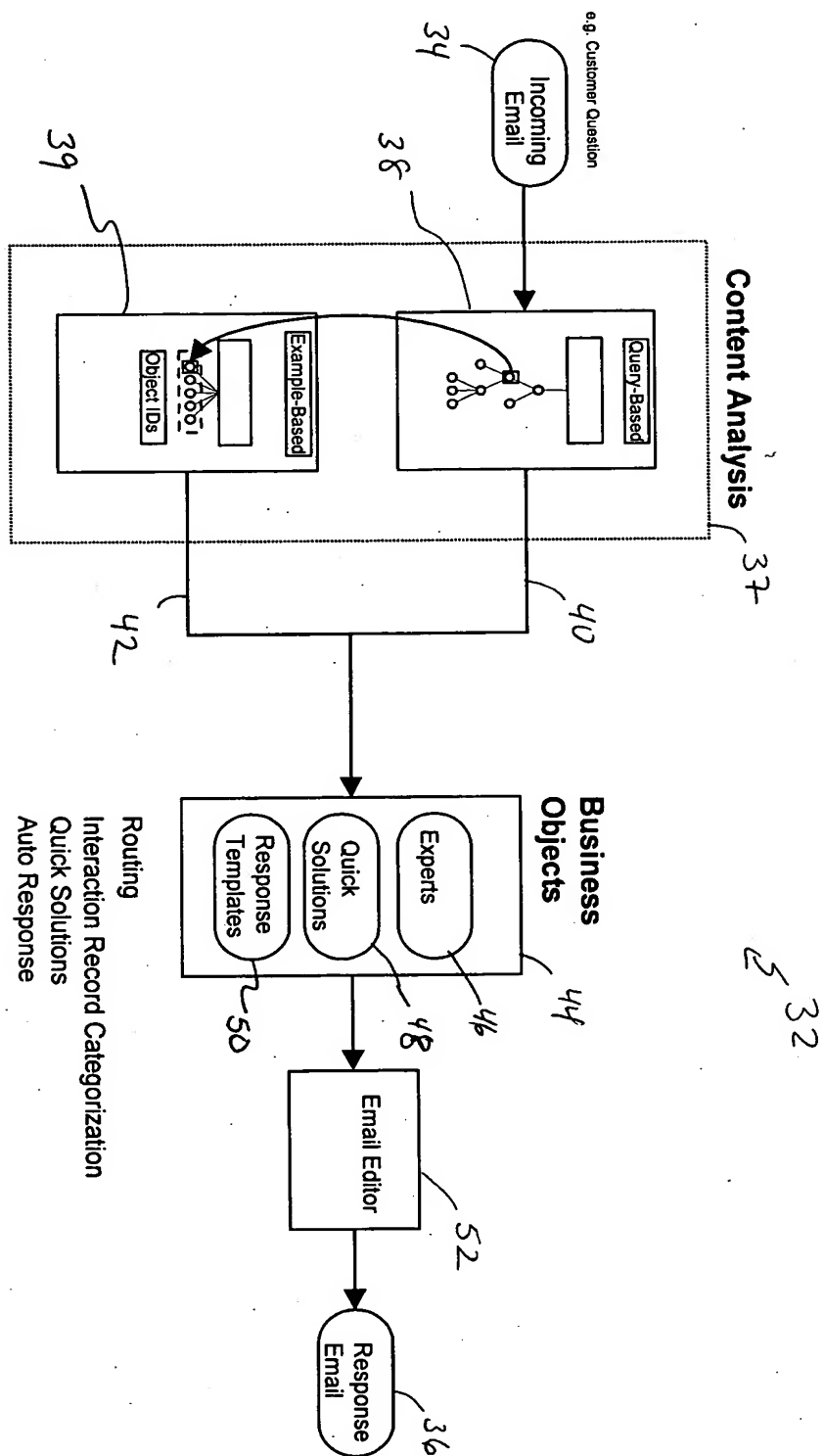


Fig. 2A

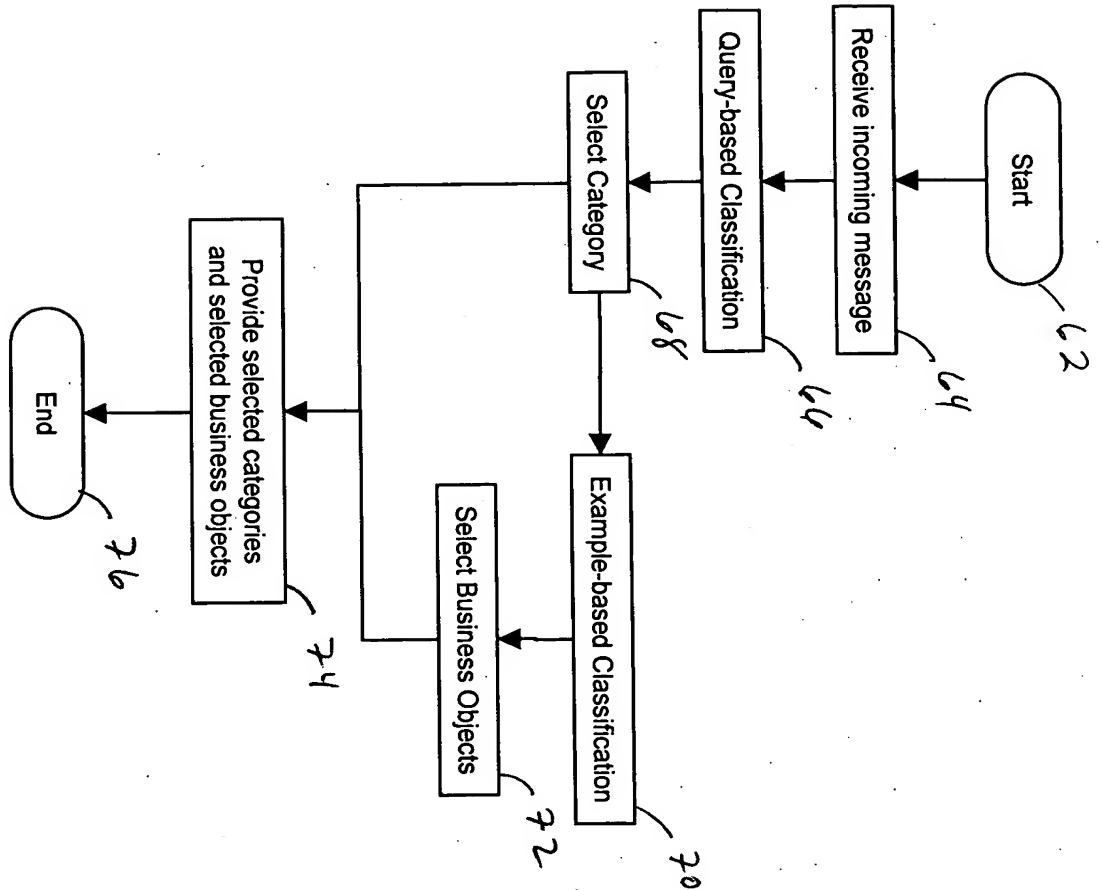


Fig. 2B

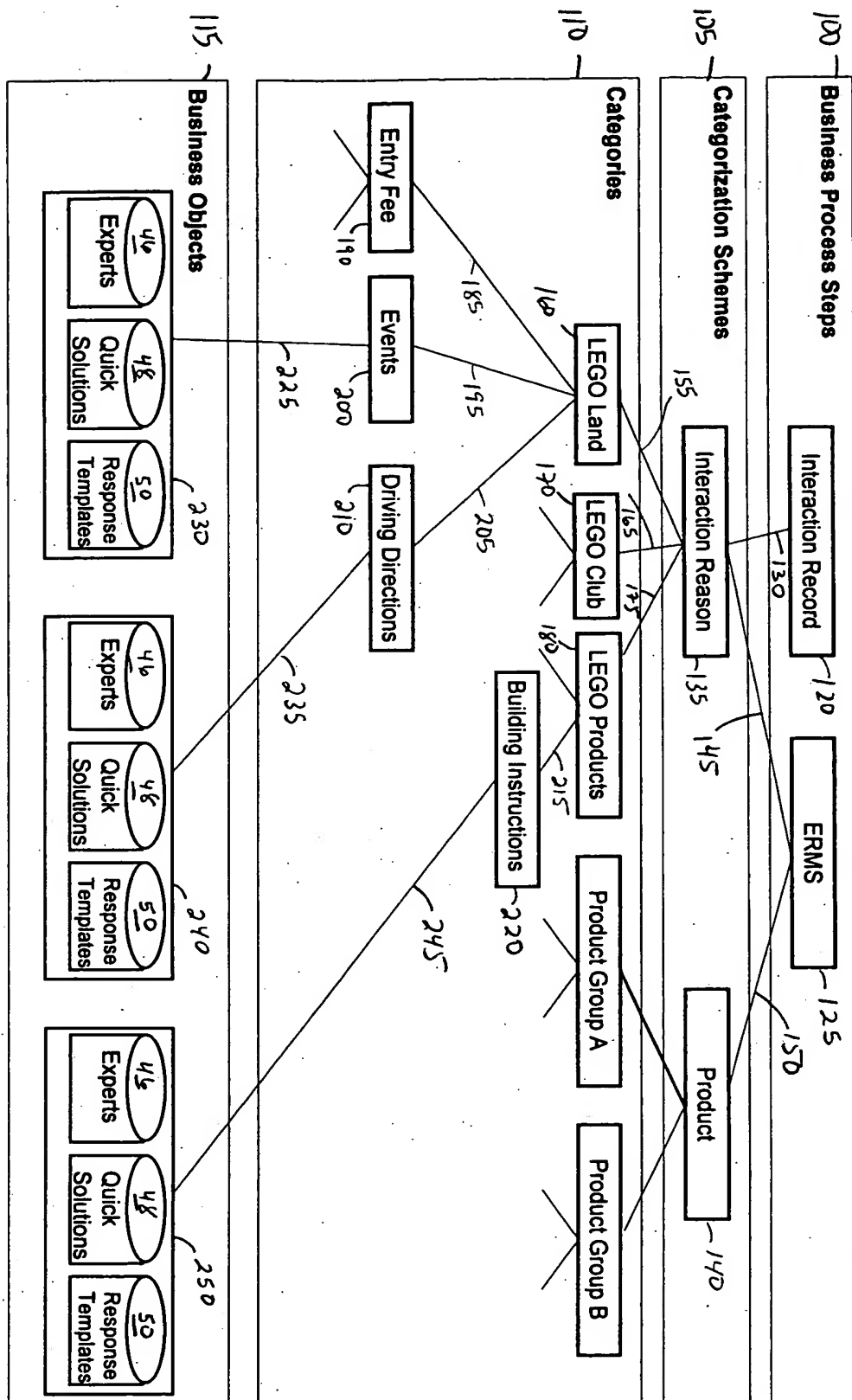


Fig. 3

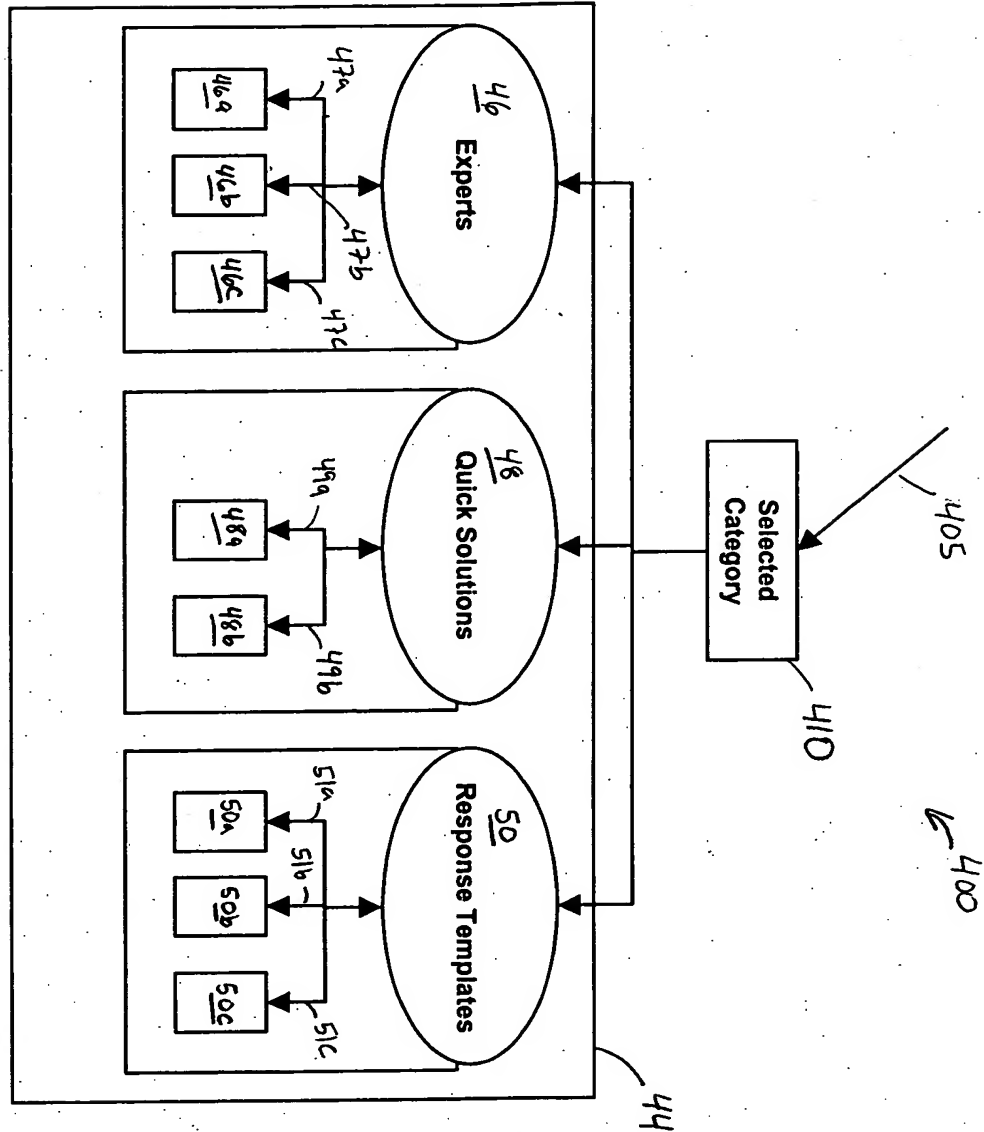


Fig. 4

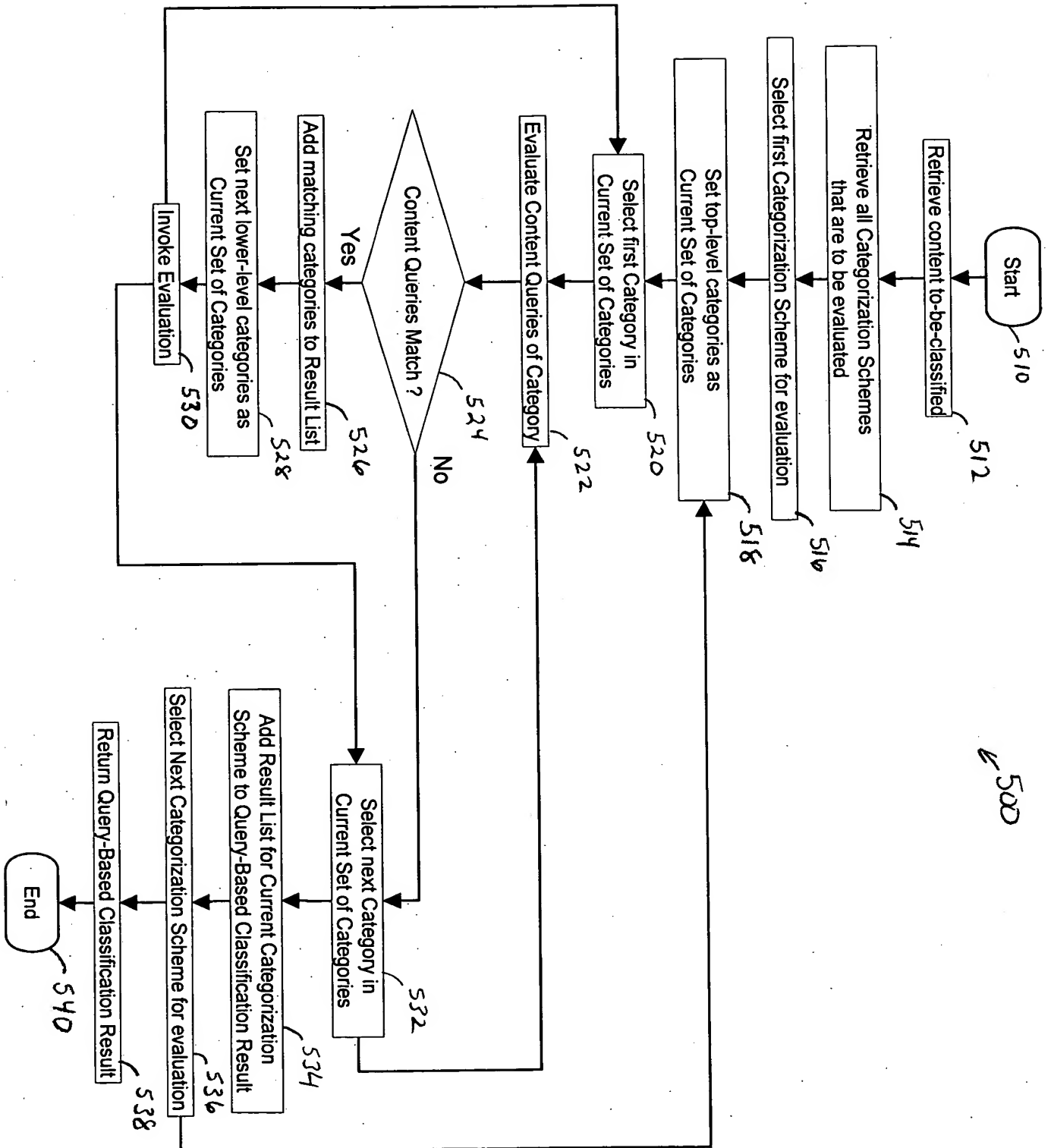


Fig. 5

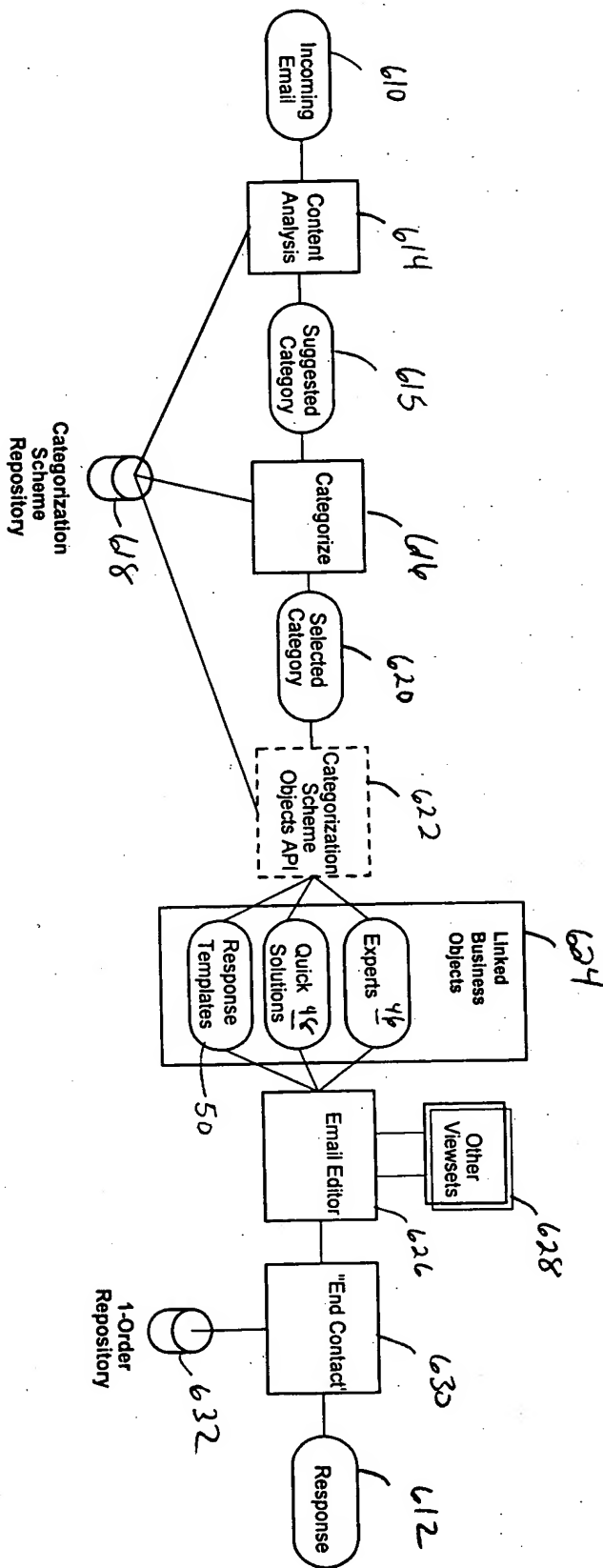


Fig. 6

Applicant(s): Christopher Ronnewinkel

CONTENT ANALYSIS USING CATEGORIZATION

EV479290550US

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject: Re: Directions to LEGOLAND

Text type / Language: HTML English

Insert Standard Response: Arial 7 (35 pt)

>Hi,
>Please send me the directions to LEGOLAND California.
>Thx, Bill Frissel

712

Save Print

E-Mail Header

From: p.castillo@lego.com
Reply To: service@lego.com
To: b.frissel@martin.net
Cc:
Bcc:
Date/Time:
Attachments:
Document Title:
Type:
1/1

Interaction Log

Interaction Record

Reason: Directions
Priority: Medium
Description: Directions to LEGOLAND
Status/Result:
Add Delete

714

716

718

710

700

SAP

FIG. 7A

This time, P.J. documents
the reason for interaction
first.

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound b.frissel@martin.net
Connected 0:05 / 0:15 Ready

SAP

E-Mail

Subject Re: Directions to LEGOLAND

Text type / Language HTML English

Insert Standard Response

Directions - LEGOLAND Billund
Directions - LEGOLAND California
Directions - LEGOLAND Deutschland
Directions - LEGOLAND Windsor
More Responses.

730

>Hi,
>Please send me the directions to LEGOLAND California.
>Tnx, Bill Frissel

E-Mail Header

From p.castillo@lego.com
Reply To service@lego.com
To b.frissel@martin.net
Cc
Bcc
Date/Time

Attachments

Document Title Type
1/1

Interaction Log

Reason Directions
Priority Medium
Description Directions to LEGOLAND
Status/Result

Interaction Record

Save Print

710

700

FIG. 7B

Now, when P.J. opens the Standard Response pull down, he sees only the relevant responses. P.J. can search for more responses if he needs to. P.J. chooses Directions to LEGOLAND California.

Applicant(s): Christopher Ronnewinkel

CONTENT ANALYSIS USING CATEGORIZATION

EV479290550US

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound b.frissel@martin.net
Connected 0:05 / 0:15 Ready

SAP

E-Mail

Subject 730 Re: Directions to LEGOLAND

Text type / Language HTML English

Insert Standard Response Directions - LEGOLAND California Go

E-Mail

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND

From North San Diego County Inland:

Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND

From North San Diego South Bay Area:

Take 5 South to Cannon Road East, and follow signs to LEGOLAND

From East San Diego County, Hotel Circle:

Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

712

730

E-Mail Header

From pl.castillo@lego.com

Reply To service@lego.com

To b.frissel@martin.net

Cc

Bcc

Date/Time

Attachments

Document Title Type

1/1

Interaction Log

Reason Directions

Priority Medium

Description Directions to LEGOLAND

Status/Result

Interaction Record

Add Delete

FIG. 7C

P.J. personalizes the message and sends it to Mr. Frissel.

Bill Fritsnel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

Subject: Re: Lego exclusive sets catalog request

Text type / Language: HTML English

Insert Standard Response

Membership Request
Catalog Request
Subscription Enquiry
Publication request
Event list
Greeting
Order Status

>Hi,
>Please send me the prod
>Lego sets.
>Tnx, Bill Fritsnel

730

712

Save Print

E-Mail Header

From: p.castillo@lego.com
Reply To: service@lego.com
To: b.fritsnel@martin.net
Cc: b.fritsnel@martin.net
Bcc:
Date/Time:

Attachments

Document Title: Type: 1/1

Interaction Log

Reason:
Priority:
Description:
Status/Result:

Interaction Record

Add Delete

710

700

FIG. 8A

718

P.J. decides to look for a Standard Response. He does not see the response he is looking for in the short list, so he selects More Responses to access all of the Standard Responses available company wide.

[illegible]

FIG. 8B

P.J. wants to see what categories exist under Interaction Reason.

Bill Frissel
Mardin Co. Ltd.

Account: Retail
Transfer: E-MAIL
Email: b.frissel@mardin.net
Connected: 0:05 / 0:15
Ready

Value Help Selection

More Responses - Search

Show me standard responses with
Interaction Reason
With this title
Language

Search Criteria
Interaction Reason
Language

Search Clear Close

Search Criteria
Interaction Reason
Language

Search Clear Close

Results

Results	Created By
LEGO Club	Refers to the exclusive ..
LEGO Land	Enquires regarding the ..
Driving Directions	Enquires requesting ..
Entry Fee	Requests to clarify entry ..
Events	Request to know current ..
LEGO Products	Category enumerating the ..

Add to Favorites Cancel

FIG. 8C

The tree of categories
under Interaction
Reason are displayed
to P.J. and he selects
Driving Directions.

Bill Fritsnel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

More Responses - Search

Show me standard responses with

Interaction Reason
With this title
Language

Driving Directions

Search Clear

820

Results

Title	Category	Created On	Created By
Directions - LEGOLAND Billund	Directions	chavez	09.01.2003
Directions - LEGOLAND California	Directions	chavez	09.01.2003
Directions - LEGOLAND Deutschland	Directions	chavez	09.01.2003
Directions - LEGOLAND Windsor	Directions	chavez	09.01.2003

Cancel

700

SAP

FIG. 8D

He searches based on the Category Driving Directions and sees the Standard Responses available under this category. He could also choose to search based on other Search Criteria

Applicant(s): Christopher Ronnewinkel

CONTENT ANALYSIS USING CATEGORIZATION

EV479290550US

832

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0:05 / 0:15 Ready
b.frissel@martin.net

SAP

E-Mail

Standard Response - Detail

Title	Directions
Category	Directions
Created by	Chavez
Created on	09.25.2003
Preview	

LEGO

Hi Bill,

Here are the directions

LEGOLAND California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County

Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND

From North San Diego County Inland

Take 15 North or South to 78 West to 6 South, then take Cannon Road East and follow signs to LEGOLAND

From North San Diego South Bay Area

Take 5 South to Cannon Road East, and follow signs to LEGOLAND

From East San Diego County, Hotel Circle

Take 8 West to 5 North, to Cannon Road East, then follow signs to LEGOLAND

Thanks and best regards,

P.J. Costello
Customer Service Representative

Cancel

FIG. 8E

830

After reading the description, P.J. decides to insert this response into her email.

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject: Re: Directions to LEGOLAND

Text type / Language: HTML English

Insert Standard Response: Directions - LEGOLAND California

Go

LEGO

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND

From North San Diego County Inland:

Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND

From North San Diego South Bay Area:

Take 5 South to Cannon Road East, and follow signs to LEGOLAND

From East San Diego County, Hotel Circle:

Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Save Print

E-Mail Header

From: pl.cas@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc:

Bcc:

Date/Time:

Attachments

Document Title: Type:

1/1

Interaction Log

Reason: Directions

Priority: Medium

Description: Directions to LEGOLAND

Status/Result:

Interaction Record

Add Delete

FIG. 8F

P.J. personalizes the message and sends it to Mr. Frissel.

718

710

700

Bill Fritsnel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject
Re: KRIKORI NUI building instructions

Text type / Language
HTML English

Insert Standard Response
Go

Attachments

From
p.casillio@lego.com

Reply To
service@lego.com

To
b.fritsnel@martin.net

Cc

Bcc

Date/Time

Document Title
KRIKORI NUI building instructions

Type
1/1

Interaction Log

Interaction Record

Reason
Building Instructions - KRIKORI NUI

Priority
Medium

Description
KRIKORI NUI building instructions

Status/Result

Save **Print**

710

700

718

FIG. 9A

P.J. documents the reason
for interaction first and
Saves it.

920

SAP

Bill Fritsdel
Martin Co. Ltd.

2 Automatically Proposed Solutions Available

Mail Outbound Connected 0:05 / 0:15 b.fritsdel@martin.net Ready

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject Re: KRIKORI NUI building instructions

Text type / Language HTML English

Insert Standard Response Go

From p.castillo@lego.com

Reply To service@lego.com

To b.fritsdel@martin.net

Cc

Bcc

Date/Time

Attachments

Document Title Type

Interaction Log

Reason Building Instructions - KRIKORI NUI

Priority Medium

Description KRIKORI NUI building instructions

Status/Result

Interaction Record

Save **Print**

>Hi,
>Could you please send me the KRIKORI NUI building
>instructions?
>Tnx, Bill Fritsdel

7 (36 p)

FIG. 9B

718

Immediately, PJ is alerted that the system has located some Solutions that may be helpful.

Applicant(s): Christopher Ronnewinkel

CONTENT ANALYSIS USING CATEGORIZATION

EV479290550US

Bill Frissel
Martin Co. Ltd.

2 Automatically Proposed Solutions Available

Mail Outbound Connected 0:05 / 0:15 Ready

b.frissel@martin.net

Knowledge Search 932

Search Criteria

Text Search | Attribute Search

Database Language

Search Terms

Kirkport nul building Instructions

Exact Phrase

Exclude Terms

Search Refinement

Search Results

Title	Relevancy
<input checked="" type="checkbox"/> Kirkport Nul step-by-step building Instructions	100%
<input type="checkbox"/> Kirkport Nul product description	85%

1/1

Cart

Title	Feedback	Status
<input checked="" type="checkbox"/> Kirkport Nul step-by-step building Ins..	Successful	

1/1

FIG. 9C

P.J. is happy to see the document he wants automatically proposed to him. He adds it to his cart and emails it.

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

Subject: **730** Re: KRIKORI NUI building instructions
 Text type / Language: HTML English
 Insert Standard Response: building instructions request Go

E-Mail

From: p.castillo@lego.com
 Reply To: service@lego.com
 To: b.frissel@martin.net
 Cc:
 Bcc:
 Date/Time:

Attachments

Document Title	Type
LEGO Krikori Nui building instructions	

1/1

Interaction Log

Reason	Priority	Description	Status/Result
Building Instructions - KRIKORI NUI	Medium	KRIKORI NUI building instructions	

Interaction Record

Save Print

E-Mail

Mr. Frissel,
 The building instructions you requested are attached. Have fun building with LEGO!

LEGO

Kind Regards,
 P.J. Castillo
 Customer Service Representative

>Hi,
 >Please send me the product catalogue for the exclusive
 >Lego sets.
 >Tnx, Bill Frissel

940

912

FIG. 9D

- Predefines rules populate email with an auto-response
- If auto response is incorrect the agent can delete email and start over
- Body of email remains editable so agents can add or remove additional info.

P.J. personalizes the email and sends it to Mr. Frissel.

718

942

710

700

1000

ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show

My favorites

Get

Go

Open Advanced Search

Save

Create Sub node

Change

Cut

Copy

Paste

Delete

Print

Add to Favorites

Name

Description

Categories

Root

Interaction Reason

The reason for Customer Contacting LEGO

LEGO Club

Refers to the exclusive Lego club; Category to address member questions & concerns

LEGO Land

Enquires regarding the Lego Land

Driving Directions - 210

Enquires requesting driving directions

Entry Fee

Requests to clarify entry fee

Events

Request to know current events at Lego Land

LEGO Products

Category enumerating the wide range of Lego products

LEGO Org Chart

The organizational Chart of LEGO

1/5

Details

Query

Example Documents

Standard Responses

Knowledge Entities

Add Entry

Delete Entry

Match

Attribute - 1007

Operator - 1008

Value - 1009

Case

If

Subject and Body

contains

driving directions

Or

Subject

contains

Lego Land

1/1

FIG. 10

FIG. 11

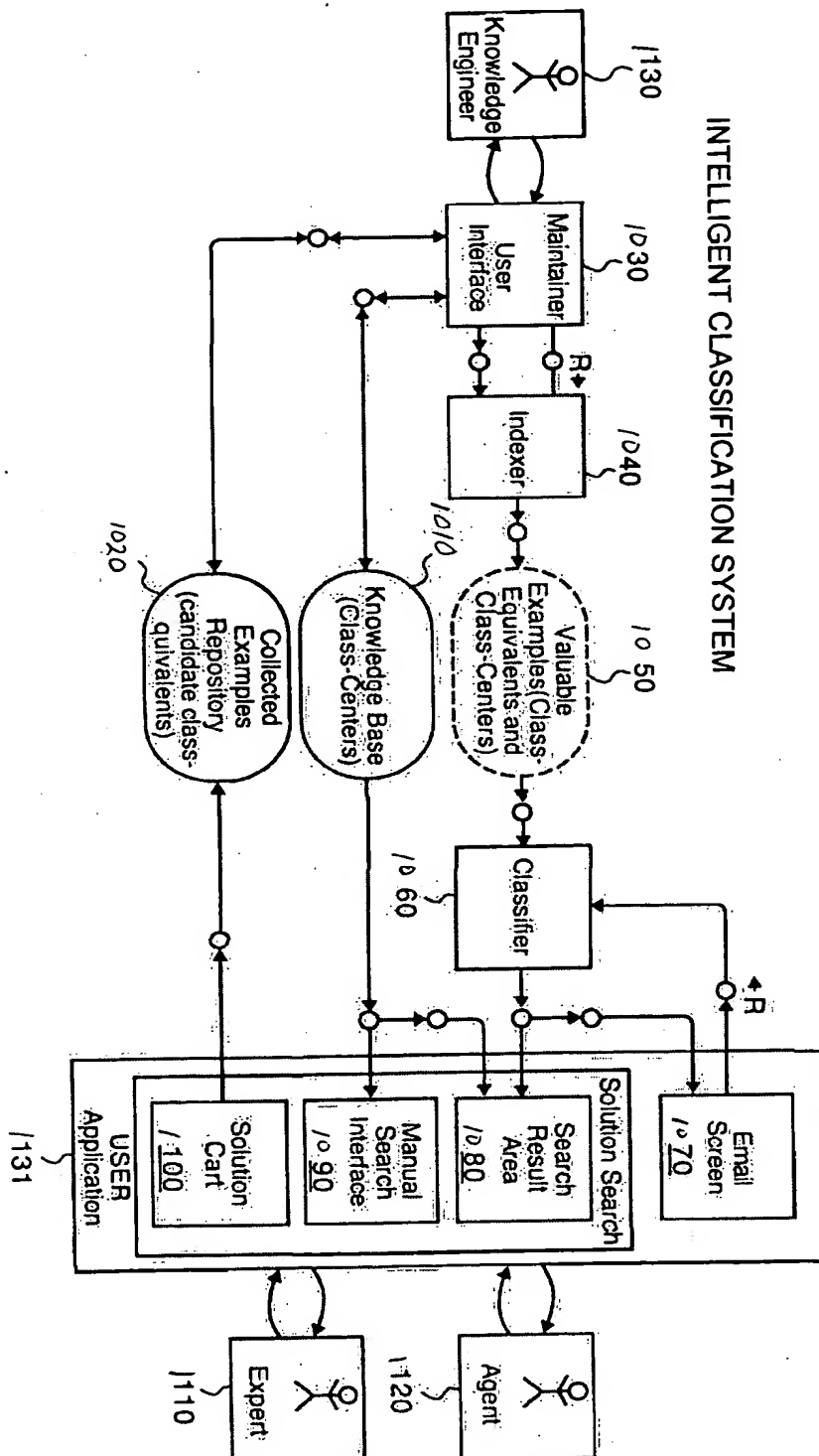


FIG. 12

MAINTAINER USER INTERFACE

1030

ICS Maintenance 1148

Show Favorite Search 1144 Go 1152 Find State New Go EAQ

Select Create Save Delete 1131

#E ques. Prob. No. Title Problem Description Page of 1134

1135

Problem Solution

List of Problems from Knowledge Base (Class Centers)

Problem Description

Description of Selected Problem (Editable)

Equivalents 1136

Select Create Save Reassign Delete 1140

State First Line 1150

Valueable 1158

Equivalent 1146

Equivalent Description

Description of Selected Equivalent (Editable) 1154

1132

1138

1142

FIG./3

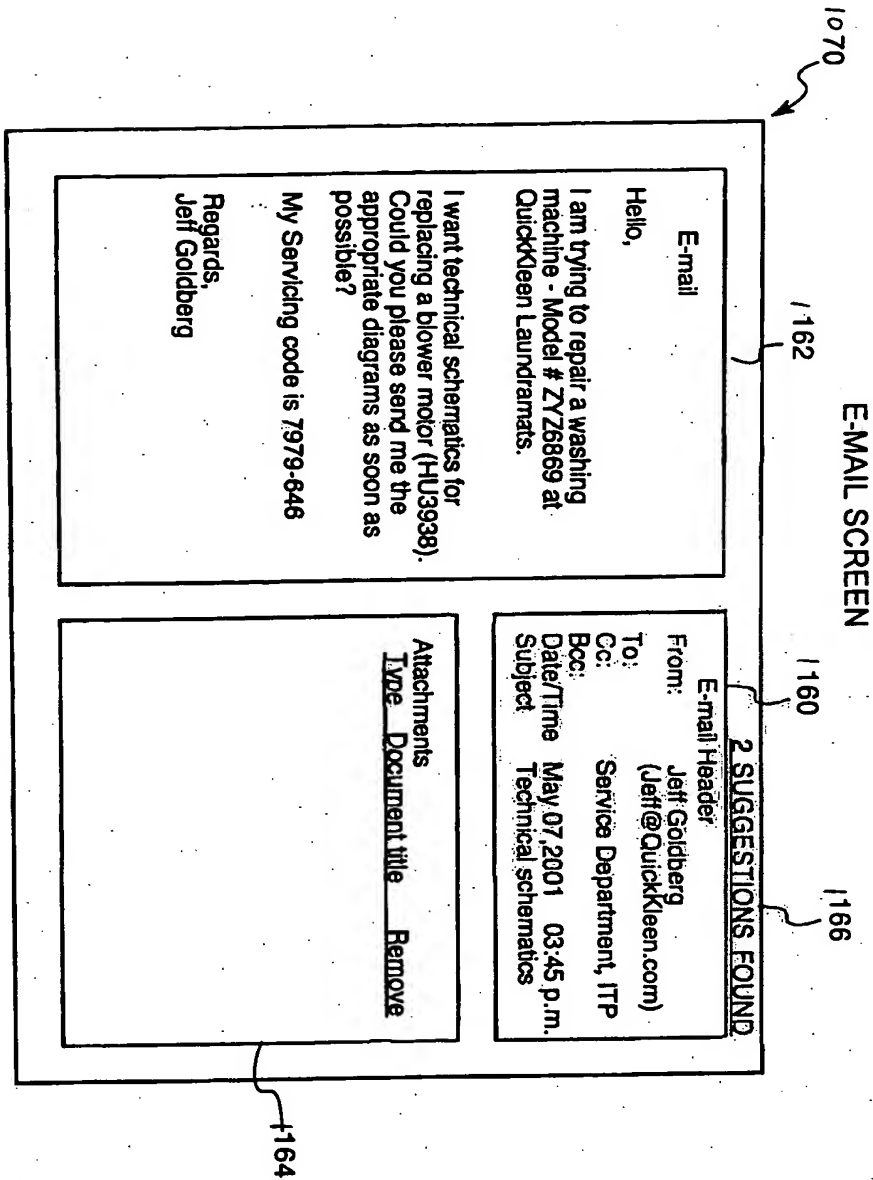


FIG. 14

SOLUTION SEARCH DISPLAY

FIG. 14 is a SOLUTION SEARCH DISPLAY. It includes a Search Criteria section (1105) with a Model # ZYZ6869 (1090), an Exact Phrase input field (1171), and an Exclude input field (1171). A Show Solutions button is located below the input fields. The display also features an Auto-Suggested Solutions section (1170) with a table of results. The table has columns for Title and %. The results include: w Frigidaire ZYZ6869 schematics (100%), w Frigidaire ZYZ6869 schematics - Blower Motor (100%), w Frigidaire ZYZ6869 schematics - Drain Engine (100%), Manual Solutions (100%), w How do I activate Blower after installation? (85%), w Where can I find Tech Manual Blower HU39387? (65%), and w Can I get another copy of Schematic demonstrations? (25%). A Solution Cart section (1100) is located at the bottom, showing items like Frigidaire ZYZ6869 schematics, Blower Motor, and Drain Engine, with a Sent via Email button. A bracket (1172) groups the Auto-Suggested Solutions and the Solution Cart sections.

Title	%
w Frigidaire ZYZ6869 schematics	100
w Frigidaire ZYZ6869 schematics - Blower Motor	100
w Frigidaire ZYZ6869 schematics - Drain Engine	100
Manual Solutions	100
w How do I activate Blower after installation?	85
w Where can I find Tech Manual Blower HU39387?	65
w Can I get another copy of Schematic demonstrations?	25

Solution Cart	Sent via
Frigidaire ZYZ6869 schematics	Email
- Blower Motor	
Frigidaire ZYZ6869 schematics	Email
- Drain Engine	

FIG. 15

